Annual Report

AUG 23-NOV 2024

Submitted on: 9th, July 2024 ,
Updated on : 13th, Nov 2024
Submitted by: Asna Sherin

Company Statitics

Chart (values in units, monthly from Aug to Nov):
- Sept: 1
- Nov: 5
- Dec: 10
- Feb: 15
- May: 30
- July: 32
- Nov: 20

Y-axis: 0, 5, 10, 15, 20, 25, 30, 35
X-axis: Aug, Sept, Oct, Nov, Dec, Jan, Feb, Mar, Apr, May, June, July, Aug, Sept, Oct, Nov
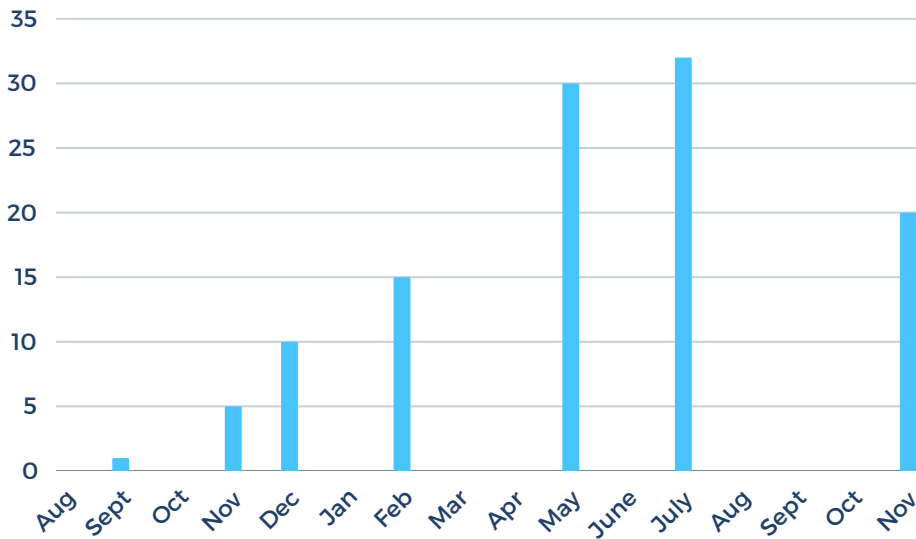
45% Productivity increased

30% Team Profficiency

10% More Clients

The Company Overview

Deft Innovation is a dynamic IT and Digital Marketing company that is in a phase of rapid development and growth. We have been consistently expanding our capabilities and services, adapting to the ever-evolving digital landscape. Our focus is on delivering innovative solutions that drive growth and success for our clients, no matter their size or industry.

We are leading to AI Marketing by using latest technologies and trends

We have a team average of 10-15 staff members and with our corporate office located in Calicut and a branch office in Nilambur. Additionally, we operate a franchise in the UAE. [After July, Team members reduced to 8-10.]

Team Structure

CEO
Team Lead

Departments
Sales
IT
DM

DEPARTMENTS

IT

DM

SALES

ANNUAL REPORT 2024

DM

Major Milestones

DM Section Performance Metrics

The Digital Marketing section has shown robust performance over the past year. With an average of 6 -7 dedicated staff members, **we have successfully managed and retained an average of 20 clients per month, translating to approximately 3.33 clients per staff member.**
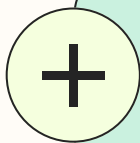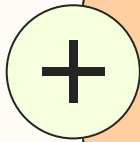
32 New — 32 new clients increase in Social Media. [May vary over month to month]
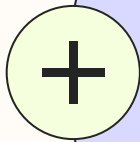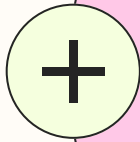
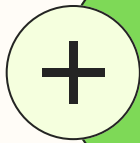**5%** — Responded with negative comments and issues [Mistakes updated on the spot]

30% — Poster Quality Increased

20% — Clients have responded positively to our services.

3% clients retuned back for Social Media

Total 27 clients marked in May
Average of 20 clients per Year

◉ IT

Major Milestones

Production Performance Data

The IT section has demonstrated commendable performance over the past year. With a team comprising 2 junior staff and 1 senior staff, we have successfully completed a range of projects, including **7 web applications, 6 websites, and 4 landing pages till July. From July we have only 1 staff in IT.**
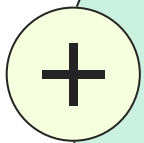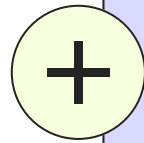
◯ Safqah (Complex)

A Web Application finished and Running Smoothly.
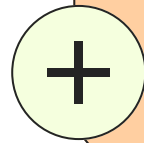Time Period - 09/30/2023 to 28/03/24
Status : Live

◯ Edu Home Connect (Complex)

A Web Application
Time Period: 19/03/24 - Today
Status : Doing (85%) - Till July
(1st demo done on 10th June)
After July, total in 3 man hour, 2 staffs remotely support only and Done 98%. Trial run was Success with some minor changes, **after that client Dropped the project on 5th Dec.**
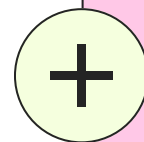
◯ ZEPHYRB

A Website
Time Period: 19/12/23 - 18/03/24
Status : Live - on 17th May (Live process Delay from client)

◯ Never End

A Website
Time Period: 07/02/23 - 02/04/24
Status : Live - on 5th June(Live process Delay from client)

⊙ IT

Major Milestones

+ | **100% Learn Logic**
A Website
Time Period: 02/11/23 – 22/12/2023
Status : Live – on 22 dec

+ | **100% Jss Chockad**
Transferred 3 modules from existing JSS to new domain within in 1 day
Time Period – 05/06/2023 to 06/06/24
Status : Live

+ | **54% JSS Mobile view**
A Web Application
TIme Period: 19/03/24 –
Status : Pending(65%) – Due to other work

+ | **100% Time sheet** (Low)
A Web Application
Time Period: 07/12/2023 – 05/03/2024
Status : Done [Parallel with other projects]
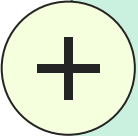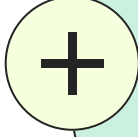

+ | **100% CRM** (Medium)
A Web Application
Time Period: 19/03/24 – T
Phase 1 **Status : Done**
Phase 2 - Doing
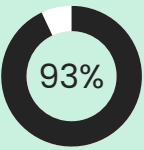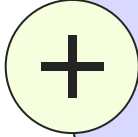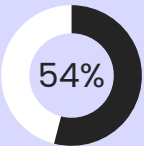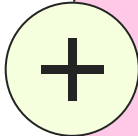
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⊚ IT

Major Milestones

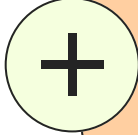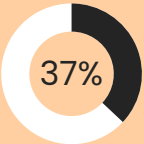|		
➕	**60% Waylite**	A Website Time Period: 06/12/23 – 06/01/2024 **Status : Pending** [Not respond by client]
➕	**93% Lovely Care**	2 websites [English & Malayalam] Time Period: 04/12/23 – 26/07/24[Client give enough time] **Status : Live**
➕	**54% Opensees (Medium)**	A Web Application Time Period: 04/01/24 **Status : Pending**(Own Product, due to other client work)
➕	**37% Cable TV (Medium)**	A Web Application Time Period: **Status : Pending(Own Product, due to other client work)**
➕	**100% NICT**	A Website **Status :Live**

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⊙ IT

Major Milestones
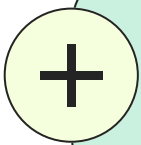
100% NAAC Portal (Medium)
A Web Application
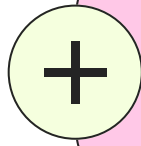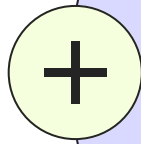Year 1,2,3,4 and Integrated
Time Period: 22/08/23-10/10/23
Status : Done

100% MIS Phase 2 (Medium)
A Web Application
Time Period: 21/08/23 - 14/12/23
Status : Done

90% Udyog (Medium)
A Web Application
Status : Partial 90% (Stopped)
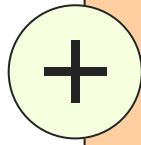
Landing Pages
Kalandhika - Live
Ahlan Hadiya - Live
Scholar Gateway- Live
Gothramruthu- Live

IT

Major Milestones
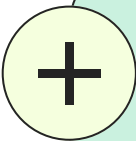
+ **100%** **Ayuveda Soudha**

A Website - Freelancer
Time Period: 26/07/24-05/11/24
Status : Live

+ **85%** **Lenoviz**

A Website - Freelancer
Time Period: 16/11/24 -
Status : doing

Total IT Projects Handled

Website-7
Web Applications - 7
Landing Pages - 4

Staff Performace Report

<u>Deft Staffs</u> - Click here to know staff list
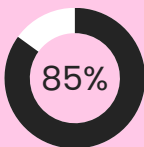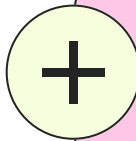
Junior Developer: **Swafwan**

- Good for his experience, and hardworking, Adaptive

- Server-side performance is not up to the standard, just developing
- Coding base - Perfect and working hard.
- After resign, for not supported as expected remote work

Web Developer: **Najah**

- Worksheet daily Update - Not regular
- Sometime stuck in some project and get support Due to lack of experience
- Was low productivity, Managed
- Good for logical reasoning
- Okay for Presentation
- Ablity to adapt, As 1 staff now handling server also
- Ablity to work under pressure
-

Project Coordinator: **Niswa**

- Okay, But some mistakes due to carelessness
- Able to do the work assigned
- Proof reading mistakes
- Neethi lab logo issue
- Phone number issue
-
-

Digital Marketing Head **Rishan**

- Okay, But some mistakes found from his side due to carelessness
- Delay in messages reply
- Missed sharing leads of the client, but now ok as we move to another strategy
- Not supportive for Team work

Staff Performace Report

Content Writer: Nadiya

- Need to improve the content
- some mistakes due to carelessness
- Proof reading mistakes
- Phone number issue
- Created poster plan follow strategy to resolve the issues
-

Senior Designer: Ninu

- Good creative designer
- Technology poster NOT Okay
- Need to get updated with latest trends
- Some times same pattern of poster
- text splitting mistakes found in some posters
- Hardworking

Motion Graphics artist: Sidrath

- Good Video making
- Updated with latest trends
- need to get updated with Ai Tools
- Lack of Knowledge found in some works
- Delay in some work, now a days making it up
- Updated to latest trends

Senior Designer: Hashir

- Okay in designing
- Will manage all types of poster and design works
- Different languages also,
- Sometimes same patterns of design and content placing
- Advised to try different area of design techniques
- Can manage technology posters
- but need to get updated
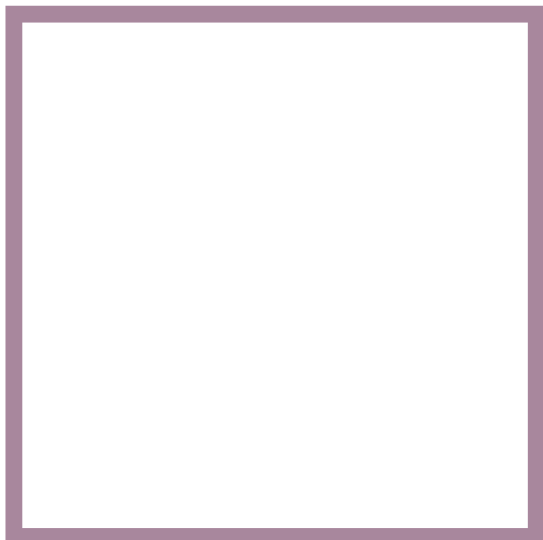
Staff Performace Report

Senior Developer: Sravan

- Team Behavior not ok
- Will handle any task
- Server managing - Good
- Code is not structured, but will handle all types of task
- Normal behavior is not up to the company standard
- For remote support - Supportive, will not update the task on time, taking too much delay
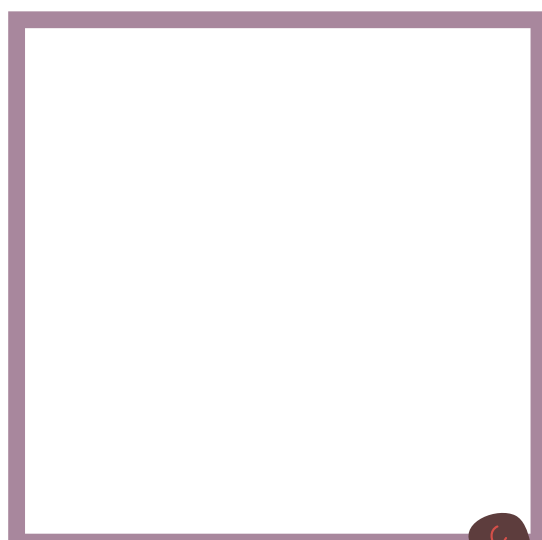
Junoir Designer: Sree Lakshmi

- Started as intern
- Learning from senior designer Ninu
- Efficient, but support need in design works
-

The Staff's Name:

The Staff's Name:

Sales/ SMM AD

Total Ad Count : 13 different ads

**Date:
From Oct 1 – July 8**

Total Spend for Enquiry: 77,300 (without Tax)

Total leads: 1336
(For Detailed Information click the link:
https://fb.me/1UxFVnR3r0j8Y9B)
SEO: 61
Social Media Marketing: 345
Google Ads: 181
Web Development: 123
Academy: 348
Deft Ai: 21

(Categorized Details are from January)

Converted
Total count: 52
Care of : 30
SM : 7
GMB : 3
By Client Reference: 12

**Need to improve
sales DEPT
Update IT Team**

THANK YOU